

TELLING THE PLANNING STORY

Planning Principles & Procedures –
FY11



BUILDING STRONG®

TELLING THE PLANNING STORY OUTLINE

- Content
- Audience
- A GREAT report
- Miscellaneous Tips



TELLING THE PLANNING STORY

LEARNING OBJECTIVES

- To be able to identify a report's audience
- To be able to list some characteristics of a GREAT report



DECISION DOCUMENT CONTENT

(ER 1105-2-100, EXHIBIT G-7, FEASIBILITY REPORT)

1. Study Authority
2. Study Purpose and Scope
3. Concise Discussion of Prior Studies, Reports and Existing Water Projects
4. Plan Formulation
5. Description of Selected Plan
6. Plan Implementation
7. Summary of Coordination, Public Views, Comments
8. Recommendations



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MODEL REPORTS (OPTIONAL, NOT REQUIRED)

- 905(b) Analysis
- PMP (Project Management Plan)
- Integrated Feasibility Report

<http://usace.army.mil/CECW/PlanningCOP/Pages/planlib.aspx>



WHAT'S THE MOST IMPORTANT PART OF A REPORT?

- What's the answer? (recommendations)
- Reasons why...(how you got there, 6 Steps, assumptions, rationale)
- Who cares? (know audience, be clear, succinct and compelling)
- Red flags
 - ▶ unique, different
 - ▶ special, exception
 - ▶ controversial



WHO'S READING?

- Who is your intended audience?
- Who ***really*** reads the ***entire*** report?



HOW LONG SHOULD THE FEASIBILITY MAIN REPORT BE?

- 0-25 pages?
- 26-50 pages?
- 51-100 pages?
- 100 + pages?



WHAT ARE THE CHARACTERISTICS OF A GREAT REPORT?

- Easy to read
 - ▶ Plain language
 - ▶ Map and graphics
- Tells your story
 - ▶ Beginning, middle, end
 - ▶ Chronology
- Discloses the full story
- Brief



TIPS TO CREATE GREAT REPORTS

- Explain all influences in identifying plans to carry forward to next level (technical, stakeholders, etc.)
- Work cooperatively with ATR team to ensure quality mgmt.
- Write down decisions as you go
- Formulation + evaluation story should be clear with no “leaps of faith”
- Engage and document public + resource agency involvement throughout process
- Keep the Sponsor and other stakeholders engaged



TIPS TO CREATE GREAT REPORTS

(cont'd)

- Tailor report to comply with Corps guidance and process; engage vertical team as needed
- HQ/RIT focus is policy
- Don't reinvent the wheel; seek + use other good reports as templates
- Avoid fancy fonts; use ones that are clearly legible; don't overuse color
- Use easy to read language + good graphics



INTEGRATED REPORTS

- What is “integrated”?
 - ▶ Feasibility Report
 - ▶ NEPA document (EA or EIS)
 - ▶ Other reporting requirements
 - Fish and Wildlife Coordination Act Report
 - 404(b)(1) Analysis
- See ER 1105-2-100, 4-3b(3)



KISSIMMEE INTEGRATED REPORT & EIS

Syllabus

1. Introduction
2. Historic Condition
3. Existing Condition/Affected Environment
4. Future “Without Project” Condition
5. Problems and Opportunities
6. Formulation: Introduction
7. Formulation: First Federal Feasibility Study
8. Formulation: South Florida Water Management District Restoration Study



KISSIMMEE INTEGRATED REPORT & EIS (Cont'd)

- 9. Formulation: Second Federal Feasibility Study
- 10. Recommended Plan
- 11. Public Involvement, Review and Consultation
- 12. Recommendations
- 13. List of Preparers
- Index*
- Sources Cited or Used*
- Appendices*



PLANNING IS THE EIS...

PLANNING PROCESS STEPS	EIS PARAGRAPHS
Problems and Opportunities	Purpose of and Need for Action
Inventory and Forecast	Affected Environment
Formulation	Alternatives Including Proposed Action
Evaluation	Environmental Consequences
Comparison	Alternatives Including Proposed Action
Selection	none



...THE EIS IS PLANNING

EIS PARAGRAPHS	PLANNING PROCESS STEPS
Cover Sheet	None
Summary	None
Table of Contents	None
Purpose of and Need for Action	Problems and Opportunities
Alternatives Including Proposed Action	<ul style="list-style-type: none">• Formulation• Comparison
Affected Environment	Inventory and Forecast
Environmental Consequences	Evaluation
List of Preparers	None
List of Agencies	None
Index	None
Appendices	None



REPORTERS

- Reporters work against deadlines, not milestones
- When in doubt, write down the question and get back to them – soon
- Write your story first
- Get Public Affairs Office involved



TWO MOST IMPORTANT PIECES OF PAPER:

- List of problems and opportunities
- List of planning objectives and constraints



“If it isn’t written down, it isn’t anything. If it is written down, it can be improved.”

Robert F. Mager



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TELLING THE PLANNING STORY

LEARNING OBJECTIVES

- Q - Who is the audience for your report?
- A - The public, but only a few will read it all.
- Q - What are the characteristics of a GREAT report?
- A - A GREAT report is:
 - ▶ Easy to read
 - ▶ Tells your story
 - ▶ Discloses the full story
 - ▶ Brief



PLANNING PROCESS

